

Message Text

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41

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 AGR-20 PA-04 PRS-01 DRC-01

CIAE-00 INR-11 NSAE-00 RSC-01 SIL-01 LAB-06 SSO-00

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FM AMEMBASSY SOFIA

TO SECSTATE WASHDC PRIORITY 8568

USIA WASHDC PRIORITY

USDOC WASHDC PRIORITY

USINFO WASHDC PRIORITY

INFO AMEMBASSY VIENNA

UNCLAS SOFIA 1583

E.O. 11652: NA

TAGS: BEXP, ETRU, BU

SUBJECT: PLOVDIV FAIR: HIGHLIGHTS

STATE PASS USDA FOR ASST SECRETARY LONG AND ARS (EDMINISTER)

STATE FOR EUR/E AND EB

USDOC FOR BEWT (ABRAHAMSON/STECHSCHULTE/MATHES)

USIA FOR ICS/E AND IEE

USINFO FOR IBS/PE BULGARIAN SERVICE

VIENNA FOR EWTC AND REX

REF: SOFIA 1574

1. SUMMARY: U.S. PAVILION ACTIVITIES 5 SEPT HIGHLIGHTED BY VISIT
OF GOB MINISTER OF AGRICULTUREBY

2. ESTIMATED ATTENDANCE AT AMERICAN PAVILION ON SECOND FULL DAY OF
INTERNATIONAL FAIR-PLOVDIV THURSDAY, 5 SEPT WAS 30-35,000. LARGEST
CROWDS EXPECTED DURING WEEKEND AND 9-11 SEPT, 3-DAY OFFICIAL HOLIDAY
MARKING 30TH ANNIVERSARY OF BULGARIAN PEOPLES REPUBLIC.

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3. DURING MORNING PEAK ATTENDANCE PERIOD MINISTER OF

AGRICULTURE GANCHO KRUSTEV ARRIVED WITH PARTY OF FIVE, INCLUDING AGROMASHINAIMPEX THIRD DEPARTMENT DIRECTOR BOYADZHIEV. BECAUSE OF CRUSH PAVILION WAS CLOSED TO GENERAL PUBLIC FOR MOST OF GROULIJS VISIT WHICH LASTED ONE HOUR AND TWENTY MINUTES. MINISTEGUAPPEARED PARTICULARLY INTERESTED IN FOLLOWING: (1) CORN PRODUCTION SYSTEM (CPS) STAND. MINISTER WAS SURPRISED AT RESULTS POSTED ON HUNGARY IN TERMS OF CROP YIELD. (2) CARNATION GENETICS STAND WHERE HE TOOK PARTICULAR INTEREST IN POSSIBILITIES OF IMPROVING GENETIC STRAIN OF BULGARIAN CATTLE AND TOLD CARNATION REPRESENTATIVE THAT A NUMBER OF MINISTERIAL SPECIALISTS WOULD VISIT HIM SOON. (3) BADGER SILAGE SYSTEM IN USIA CORE EXHIBIT. MINISTER WAS INTRIGUED BY BACON BIN MODEL AND REQUESTED ADDITIONAL DETAILS ON PRODUCTION RATES AND INVESTMENT COSTS. ONE SPECIALIST WITH KRUSTEV EXPONDED AT LENGTH ON DIFFERENCES BETWEEN BULGARIAN TREE-PICKING EQUIPMENT FOR FRUIT HARVESTING AND THAT EXHIBITED BY PERRY HARVESTER. CONSENSUS WAS PERRY HARVESTER FAR MORE SOPHISTICATED THEAM THOSE NOW AVAILABLE IN BULGARIA. MINISTERIAL PARTY SPEND CONSIDERABLE TIME DISCUSSING ECONOMICS OF STEIGER TRACTORS AND GIANT PLOW. INTERNATIONAL HARVESTER DEMONSTRATED 12-GANG PLANTER. ONE SPECIALIST IN MINISTER'S PARTY HELD FORTH ENTHUSIASTICALLY ON ITS MERITS. MEMBEJUPOF PARY WERE ALSO INTERESTED IN ONE-MAN HAYING OPERATION DISPLAYED BY HESTON COMPORATION.

4. INDIAN AMBASSADORTO BULGARIA K. POONEN LUKOSE WAS GIVXH PERSONAL TOUR OF PAVILION BY CHARLES VAN DER BURGH, PAVILION DIRECTOR OF BUSINESS RELATIONS. AMBASSADOR WAS PARTICULARLY INTERESTED IN CPS SYSTEM AND TALKED WITH INTERNATIONAL HARVESTER REPRESENTATIVES ABOUT JOINT VENTURE WITH INDIA.

5. BRITISH AMBASSADOR TO BULGARIA EDWIN BOLLAND AND BRITISH NATIONAL DAY RECEPTION VIP EDWARD BISHOP TOURED PAVILION WITH OTHER BRITISH OFFICIALS, ESCORTED BY COMMERCE AND USIA REPRESENTATIVES.

6. OFFICIALS OF GABROVO CITY EXPRESSED STRONG DESIRE TO PURCHASE FOR USE BY CITY FATHERS AMANA MICROWAVE OVEN, USED BY USIA SPECIALIST HOME ECONOMIST MARY LEE CARRUTH.

7. JURGEN BLUMSCHEIN, MANAGER EAST EUROPEAN BUSINESS DEVELOP-
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MENT OFFICE, CHASE MANHATTAN BANK, SPENT MUCH OF DAY WITH U.S. COMMERCIAL EXHIBITORS DESCRIBING SERVICES BANK OFFERS IN EASTERN EUROPE.

8. DR. HESS FROM JOHN DEERE WAS INTERVIEWED BY BULGARIAN TELEVISION FOR NATIONAL BROADCAST EVENING THURSDAY, 5 SEPT.

9. NOT KOR PUBLIC USE: BEWT INDNRMED VYARLES MACHINE AZRKS

"DITCHWITCH" REPRESENTATIVES ELATED BY REQUEST FROM TECHNOCOMPEKT
TO PROVIDE PRO FT - 8,;9ICE FOR ALL THREE MACHINES EXHIBITED.

10.SKAMERICAN AMBASSADOR TO BULGARIA MARTIN F. HERZ AND
MRS. HERZ WILL HOST AMERICA DAY RECEPTION 1900-2030 HOURS
LOCAL, FRIDAY, 6 SEPTEMBER FOR LEADING BULGARIAN GOVERNMENTAL,
ECONOMIC AND AGRICULTURAL FIGURES AND REPRESENTATIVES OF DIPLO-
MATIC MISSIONS AND PAVILIONS OF OTHER COUNTRIES. DEPUTY UNDER
SECRETARY OF COMMERCE GEORGE PANTOS WILL DELIVER REMARKS.

11. COMMENT (NOT FOR PUBLIC USE): AFTER THREE DAYS OF JOINT
USIA/COMMERCE OPERATIONS, EXHIBITORS AND OFFICIALS ARE
ENTHUSIASTIC ABOUT VIABILITY OF JOINT EXHIBIT CONCEPT.
HERZ

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